FIRST COAST NEWS

## **ORDER**

Order / Rev:	699192 - 3	_	
Alt Order #:	06228046		FIRST FOR YOU
Product Desc:	AMERICAN CROSSROADS		A GARRETT COMPANY
Estimate:	690		WJXX-TV
Flight Dates:	09/04/12 - 09/13/12	Primary AE:	Jim Quinn
Original Date / Rev:	07/12/12 / 08/08/12	Sales Office:	T-PHI
Order Type:	Political	Sales Region:	NAT
Name:	Crossroads Media/ POL	_	
Buying Contact:		Billing Type:	Cash
Billing Contact:		Billing Calendar:	Broadcast
	88 Canal Center Plaza Suite 555	Billing Cycle:	EOM/EOC
	Alexandria, VA 22314	Agency Commission:	15%
Name:	American Crossroads	_	
Demographic:	A35+	New Business Thru:	
Product Codes:	IS-Candidate/Presidential	Order Separation:	00:15:00
Priority:	P-3	Advertiser External ID:	
	Alt Order #: Product Desc: Estimate: Flight Dates: Original Date / Rev: Order Type:  Name: Buying Contact: Billing Contact:  Name: Demographic: Product Codes:	Alt Order #: 06228046  Product Desc: AMERICAN CROSSROADS  Estimate: 690  Flight Dates: 09/04/12 - 09/13/12  Original Date / Rev: 07/12/12 / 08/08/12  Order Type: Political  Name: Crossroads Media/ POL  Buying Contact:  Billing Contact:  88 Canal Center Plaza Suite 555  Alexandria, VA 22314  Name: American Crossroads  Demographic: A35+  Product Codes: IS-Candidate/Presidential	Alt Order #: 06228046  Product Desc: AMERICAN CROSSROADS  Estimate: 690  Flight Dates: 09/04/12 - 09/13/12 Primary AE: Original Date / Rev: 07/12/12 / 08/08/12 Sales Office: Order Type: Political Sales Region:  Name: Crossroads Media/ POL  Buying Contact: Billing Type: Billing Contact: Billing Calendar: Billing Calendar:  88 Canal Center Plaza Suite 555 Billing Cycle: Alexandria, VA 22314 Agency Commission:  Name: American Crossroads  Demographic: A35+ New Business Thru: Product Codes: IS-Candidate/Presidential Order Separation:

Bill Plan	
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Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/13/12	59	\$10,375.00	\$8,818.75

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	59	\$10,375.00	\$8,818.75	0.00
Totals	59	\$10,375.00	\$8,818.75	0.00

Agency External ID:

Totals

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

AGY, GEN, POL

Order Share	Share	Total
WJXX-TV	9%	\$10,375.00
Market	100%	\$115,277.78

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	13%	\$14,986.11
WCWJ	0%	\$0.00
WJXT	22%	\$25,361.11
WTEV	33%	\$38,041.67
WTLV	23%	\$26,513.89

Ln	Ch S	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
1 V	NJXX 0	9/07/12	09/07/12	Fri Prime C	CM	Fri 10p-11p	F-	- :30	1	\$1,300.00 P-3	0.00 NM	1	\$1,300.00
				20/20									
Е	LEMENT	AT PO	STION 1 IN	I DAYDETAILEDP	ERIOD IS RA	TE 20/20							
	Start D	Date I	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 09/03/	/12 (	09/09/12	F	1	\$1,300.00	0.00						
Spot	Ch Da	ate Ran	ge D	escription	Start	/End Time		Weekdays	Ler	ngth Rate	Rtg Type		
1	WJXX 09	9/03/12-0	09/09/12 Fi	ri Prime C	Fri 1	0p-11p		F	-	:30(\$1,300.00)	0.00 NM		
	See N	1G 1.2											
	[Progr	am cha	nge. Now 2	2hr 20/20 use fri pri	ime other]								
2	WJXX 09	9/03/12-0	09/09/12 Fi	ri Prime Other	Prim	e Special		F	-	:30 \$1,300.00	0.00 NM		
(	MG fo	r 1.1 09	/07			·							
2 V	NJXX 0	9/07/12	09/07/12	Nightline	CM	M-F 11:35p-	12:05a F-	- :30	1	\$175.00 P-3	0.00 NM	1	\$175.00
				Nightline									

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Order / Rev: 699192 - 3 Advertiser: American Crossroads

Alt Order #: 06228046 Product Desc: AMERICAN CROSSROADS WJXX-TV

Ln Ch Start  ELEMENT AT POS		Inventory Code		Start/End		Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
Start Date E	End Date 09/09/12	Weekdays F	Spots/Week	Rate \$175.00	Rating 0.00						
3 WJXX 09/07/12		The View	CM	M-F 11a-12p		:30	1	\$225.00 P-3	0.00 NM	1	\$225.00
ELEMENT AT POS	STION 1 IN	M-F 11a-12p Vie I DAYDETAILEDF		TE THE VIEW	V						
	nd Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/03/12 0	09/09/12	General Hospital	1 CM	\$225.00 M-F 3p-4p	0.00	:30	1	\$130.00 P-3	0.00 NM	1	\$130.00
4 113/1/ 09/07/12	09/01/12	General Hospital		W-1 3p-4p	I	.30	'	φ130.00 F-3	U.UU INIVI	'	φ130.00
ELEMENT AT POS											
	End Date 09/09/12	<u>Weekdays</u> F	Spots/Week 1	Rate \$130.00	Rating 0.00						
5 WJXX 09/07/12		FCN News at 5:3	0 CM	M-F 5:30p-6		:30	1	\$95.00 P-3	0.00 NM	1	\$95.00
ELEMENT AT POS	CTIONI 4 IN	M-F 5:30-6pm		TE FON @ F	2001						
	End Date	Weekdays	Spots/Week	Rate	Rating						
	9/09/12	F	1	\$95.00	0.00						
6 WJXX 09/07/12	09/07/12		CM	M-F 7p-7:30	p F	:30	1	\$250.00 P-3	0.00 NM	1	\$250.00
ELEMENT AT POS	STION 1 IN	M-F 7-7:30p I DAYDETAILEDF	ERIOD IS RA	TE FCN @ 7F	PM						
	nd Date	Weekdays	Spots/Week		Rating						
	09/09/12	F	1	\$250.00	0.00			<b></b>			
7 WJXX 09/07/12	09/07/12	Good Morning Ar M-F 7a-9a	nerica CM	M-F 7a-9a	F	:30	1	\$110.00 P-3	0.00 NM	1	\$110.00
ELEMENT AT POS	STION 1 IN		PERIOD IS RA	TE GOOD MO	ORNING AMERI	CA					
	nd Date	<u>Weekdays</u> F	Spots/Week	Rate	Rating						
Week: 09/03/12 0	09/09/12	FCN News at 11p	om CM	\$110.00 M-Su 11p-11	0.00 1:35p M	:30	1	\$225.00 P-3	0.00 NM	1	\$225.00
		M-Su 11-11:35p		·	·	.00		Ψ220.001 0	0.00 14111		Ψ220.00
ELEMENT AT POS				_							
	End Date 09/16/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$225.00	Rating 0.00						
9 WJXX 09/10/12	09/10/12	GMA in the Aftern	noon CM	2-3p	M	:30	1	\$115.00 P-3	0.00 NM	1	\$115.00
ELEMENT AT POS	STION 1 IN	GMA in the After		TE GOOD AE	TERNOON AME	ERICA EEE	· 7/0/	12			
	End Date	Weekdays	Spots/Week	Rate	Rating	INIOA LI I	. 1131	12			
	9/16/12	M	1	\$115.00	0.00						
10 WJXX 09/10/12	09/10/12	FCN News at 5pr M-F 5-5:30pm	n CM	M-F 5p-5:30	р М	:30	1	\$80.00 P-3	0.00 NM	1	\$80.00
ELEMENT AT POS	STION 1 IN	•	ERIOD IS RA	TE FCN @ 5F	PM						
	nd Date	Weekdays	Spots/Week		Rating						
Week: 09/10/12 0	09/16/12	M FCN News at 6	1 CM	\$80.00 M-F 6p-6:30	0.00 p M	:30	1	\$125.00 P-3	0.00 NM	1	\$125.00
11 77377 09/10/12	09/10/12	M-F 6-6:30pm	Civi	W-1 Op-0.50	р м	.50	'	ψ125.001 -5	0.00 14101	'	ψ123.00
ELEMENT AT POS											
	End Date 09/16/12	Weekdays M	Spots/Week 1	Rate \$125.00	Rating 0.00						
12 WJXX 09/10/12			CM	M-F 6a-7a	M	:30	1	\$90.00 P-3	0.00 NM	1	\$90.00
EL EMENIT AT DOC	OTIONI 4 IN	M-F 6a-7a	NEDIOD 10 DA	TE 000D M		ONN/II.I.E					
ELEMENT AT POS Start Date E	End Date	Weekdays	Spots/Week		Rating	ONVILLE					
	9/16/12	M	1	\$90.00	0.00						
13 WJXX 09/10/12	09/10/12		CM	M-F 7:30p-8	р М	:30	1	\$200.00 P-3	0.00 NM	1	\$200.00
ELEMENT AT POS	STION 1 IN	M-F 7:30-8p I DAYDETAILEDF	PERIOD IS RA	TE EXTRA LT	ГС: 7/27/12						
	nd Date	Weekdays	Spots/Week		Rating						
	09/16/12	M	1	\$200.00	0.00			00-05-	0.00	_	<b>**</b>
14 WJXX 09/10/12	09/10/12	Regis & Kelly Regis & Kelly	СМ	M-F 9a-10a	M	:30	1	\$95.00 P-3	0.00 NM	1	\$95.00
ELEMENT AT POS	STION 1 IN		PERIOD IS RA	TE REGIS & I	KELLY					l	

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Order / Rev: 699192 - 3 Advertiser: American Crossroads

Alt Order #: 06228046 Product Desc: AMERICAN CROSSROADS WJXX-TV

14 WUXX 0901012 091012 Rogis & Kelly   CM   M.F 9a-10a   M	Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
Selection   Sele	14 WJXX	09/10/1	2 09/10/12	Regis & Kelly	CM	M-F 9a-10a	M	:30	1	\$95.00 P-3	0.00 NM	1	\$95.00
Start Date	FLEME	NT AT PO	OSTION 1 IN		FRIOD IS RA	TE REGIS &	KFLLY						
1	_	_				_							
SMA Salurday   Sand Date   Edement at POSTION 1 in DAYDETALEEDPERIOD IS RATE GMA SATURDAY   Sand Date   Sand Dat				-112	•	\$95.00							
Selection   Personal	15 WJXX	09/08/1	2 09/08/12	•	CM	GMA Saturd	layS-	:30	1	\$90.00 P-3	0.00 NM	1	\$90.00
Week: 0903/12   0909/12	ELEME	NT AT PO	OSTION 1 IN		ERIOD IS RA	TE GMA SAT	URDAY						
16 W.D.X.   09/09/12					Spots/Week								
America's Funniest Home Video   Start Date   ELEMENT AT POSTION 1 in DAYDETALLEDPERIOD IS RATE AMERICA'S FUNNIEST VID					1	-		1 00		\$4,005,00 D.0	0.00.1114		<b>#</b> 0.00
Select Date   Color	16 WJXX	09/09/1	2 09/09/12					30	1	\$1,025.00 P-3	0.00 NM	0	\$0.00
Seek: 09/03/12   09/09/12   09/	ELEME	NT AT P	OSTION 1 IN				'S FUNNIEST \	/ID					
Spot													
Table				_			,	Weekdays	Le	ngth Rate	Rtg Type		
CR    17 WJXX 09/09/12 09/09/12 GMA Sunday			2-09/09/12 S	un Prime A	7-8p	)		S	u				
TWJXX 09/09/12 09/09/12 GMA Sunday													
Start Date   ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE GMA SUNDAY   Start Date   Meek days   Spots/Week   Start Date   Start		-	2 09/09/12	GMA Sunday	CM	GMA Sunda	vS	30	1	\$150.00 P-3	0.00 NM	1	\$150.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Spots   Start Date   Start Date   End Date   Weekdays   Spots/Week   Spots/Week   Start Date   Start Date   Start Date   Start Date   Spots/Week   Start Date   Start Da		00,00,	_ 00/00/	•	<b></b>	o	., -		•	Ψ.00.00.	0.00	·	ψ.σσ.σσ
New   18   18   18   19   19   19   19   19	_	_				_							
No.													
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FCN @ 11 PM   Start Date   End Date   Weekdays   Spots/Week   Rating   No.00   No.	18 WJXX	09/06/1	2 09/06/12	FCN News at 11p	m CM	M-Su 11p-1	1:35pT	:30	1	\$225.00 P-3	0.00 NM	1	\$225.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Spots/Week   Rate   Spots/Week   Rate   Spots/Week   Rating   Spots/Week   Spots	CI CMC					TE ECN @ 4:	4 DM						
Week: 09/03/12													
Nightline   Start Date   End Date   Weekdays   Spots/Week   Nightline   Start Date   End Date   Meritary   Start Date													
ELEMENT AT POSTION 1 IN DĂYDETAILEDPERIOD IS RATE NIGHTLINE   Start Date   End Date   Week days   Spots/Week   Rate   Rating   0,00	19 WJXX	09/13/1	2 09/13/12	•	CM	M-F 11:35p-	12:05a T	:30	1	\$175.00 P-3	0.00 NM	1	\$175.00
Week: 09/10/12	ELEME	NT AT PO	OSTION 1 IN	•	ERIOD IS RA	TE NIGHTLIN	ΝE						
20 WJXX 09/13/12 09/13/12 The View				Weekdays		_							
M.F   11a-12p View					-	-				A		_	
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Spots/Week   Rate   Rating   Spots/Week   Rate   Spots/Week   Rate   Rating   Spots/Week   Rate   Spots/Week   Spots/Week   Spots/Week   Spots/Week   Spots/Week   S	20 WJXX	09/13/1	2 09/13/12			M-F 11a-12	OT	:30	1	\$225.00 P-3	0.00 NM	1	\$225.00
Week: 09/10/12   09/16/12   0T	ELEME	NT AT PO	OSTION 1 IN			TE THE VIEV							
21 WJXX 09/06/12 09/06/12 GMA in the Afternoon CM 2-3pT :30 1 \$115.00 P-3 0.00 NM GMA in the Afternoon ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE GOOD AFTERNOON AMERICA EFF: 7/9/12 Start Date End Date Weekays Spots/Week Rate Rating Woek: 09/03/12 09/13/12 09/13/12 GMA in the Afternoon CM 2-3pT :30 1 \$115.00 P-3 0.00 NM GMA in the Afternoon ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE GENERAL HOSPITAL EFF: 9/10/12 Start Date End Date Weekays Spots/Week Rate Rating Woek: 09/10/12 09/06/12 PCN News at 5pm CM M-F 5p-5:30pT :30 1 \$80.00 P-3 0.00 NM M-F 5-6:30pm ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FCN © 5PM Start Date End Date Weekays Spots/Week Rate Rating Woek: 09/03/12 09/09/12T 1 \$80.00 0.00				Weekdays									
Start Date   For Stillon 1   No DayDetailleDPERIOD Is RATE GOOD AFTERNOON AMERICA EFF: 7/9/12				GMA in the Aftern				:30	1	\$115.00 P-3	0.00 NM	1	\$115.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   09/03/12   09/13/12				GMA in the Aftern	noon	·							********
Week: 09/03/12   09/09/12   09/13/12   09/09/12   09/13/12   00/13/12   00/	_	_						ERICA EFF:	7/9	/12			
Columbia					_								
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE GENERAL HOSPITAL EFF: 9/10/12  Start Date   End Date   O9/16/12   O9/16	22 WJXX	09/13/1	2 09/13/12	GMA in the Aftern	oon CM	2-3p	T	:30	1	\$115.00 P-3	0.00 NM	1	\$115.00
Start Date   End Date   Weekdays   Spots/Week   Rating   0.00		NT AT D				TE GENEDAI	I HOGDITAL EE	E: 0/10/12					
Week: 09/10/12         09/16/12        T         1         \$115.00         0.00           23 WJXX 09/06/12 09/06/12 FCN News at 5pm CM M-F 5p-5:30pm         CM M-F 5p-5:30pm CM M-F 5p-5:30pm        T         :30 1 \$80.00 P-3 0.00 NM         1         \$80.00 P-3 0.00 NM         1         \$80.00 P-3 0.00 NM         1         \$80.00 P-3 0.00 NM         1         \$80.00 P-3 0.00 NM         1         \$80.00 P-3 0.00 NM         1         \$80.00 P-3 0.00 NM         1         \$60.00 NM         1         \$95.00 P-3 0.00 NM         1 </td <td>_</td> <td>_</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>1. 9/10/12</td> <td></td> <td></td> <td></td> <td></td> <td></td>	_	_						1. 9/10/12					
M-F 5-5:30pm  ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FCN @ 5PM  Start Date					_								
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FCN @ 5PM    Start Date   End Date   Weekdays   Spots/Week   Rate   Rating    T	23 WJXX	09/06/1	2 09/06/12		n CM	M-F 5p-5:30	рТ	:30	1	\$80.00 P-3	0.00 NM	1	\$80.00
Week: 09/03/12 09/03/12 09/09/12T       1 \$80.00 0.00         24 WJXX 09/13/12 09/13/12 GMJ Sunrise M-F 5-6a       CM 5-6aT :30 1 \$60.00 P-3 0.00 NM 1 \$95.00 P-	ELEME	NT AT PO	OSTION 1 IN	•	ERIOD IS RA	TE FCN @ 5	PM						
24 WJXX 09/13/12 09/13/12 GMJ Sunrise CM 5-6aT :30 1 \$60.00 P-3 0.00 NM 1 \$60.00 P-5 -6a  ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE GMJ SUNRISE  Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12T 1 \$60.00 0.00  25 WJXX 09/13/12 09/13/12 FCN News at 5:30 CM M-F 5:30p-6pT :30 1 \$95.00 P-3 0.00 NM 1 \$95.00					Spots/Week								
M-F 5-6a  ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE GMJ SUNRISE  Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 09/10/12   09/16/12   T   1 \$60.00   0.00  25 WJXX   09/13/12   09/13/12   FCN News at 5:30   CM   M-F 5:30p-6p   T   :30   1 \$95.00 P-3   0.00 NM   1 \$95.00								.20		ФСО ОО <b>В</b> О	0.00 NIM		<b>ФСО ОО</b>
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE GMJ SUNRISE         Start Date       End Date       Weekdays       Spots/Week       Rate       Rating         Week: 09/10/12       09/16/12      T       1       \$60.00       0.00         25 WJXX       09/13/12       09/13/12       FCN News at 5:30       CM       M-F 5:30p-6p      T       :30       1       \$95.00 P-3       0.00 NM       1       \$95.00	24 WJXX	09/13/1	2 09/13/12		CIVI	5-6a	I	:30	1	\$60.00 P-3	0.00 NM	1	\$60.00
Week: 09/10/12       09/16/12      T       1       \$60.00       0.00         25 WJXX 09/13/12 09/13/12 FCN News at 5:30       CM       M-F 5:30p-6p      T       :30       1       \$95.00 P-3       0.00 NM       1       \$95.00	ELEME	NT AT PO					IRISE						
25 WJXX 09/13/12 PCN News at 5:30 CM M-F 5:30p-6pT :30 1 \$95.00 P-3 0.00 NM 1 \$95.00													
						-		:30	1	\$95.00 P-3	0.00 NM	1	\$95.00
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Order / Rev: 699192 - 3 Advertiser: American Crossroads

Alt Order #: 06228046 Product Desc: AMERICAN CROSSROADS WJXX-TV

Ln Ch Start ELEMENT AT F	End POSTION 1 IN	Inventory Code		Start/End TE FCN @ 5:		Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
Start Date Week: 09/10/12	End Date 09/16/12	Weekdays	Spots/Week	Rate \$95.00	Rating 0.00						
26 WJXX 09/06/		FCN News at 6	CM	M-F 6p-6:30		:30	1	\$125.00 P-3	0.00 NM	1	\$125.00
ELEMENT AT F	OSTION 1 IN	M-F 6-6:30pm N DAYDETAILED	PERIOD IS RA	TE FCN @ 6F	PM						
Start Date Week: 09/03/12	End Date 09/09/12	<u>Weekdays</u> T	Spots/Week	Rate \$125.00	Rating 0.00						
27 WJXX 09/06/	12 09/06/12	GMJ	СМ	M-F 6a-7a	T	:30	1	\$90.00 P-3	0.00 NM	1	\$90.00
ELEMENT AT P	OSTION 1 IN	M-F 6a-7a N DAYDETAILED	PERIOD IS RA	TE GOOD MO	ORNING JACKSO	ONVILLE					
Start Date Week: 09/03/12	End Date 09/09/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$90.00	Rating 0.00						
28 WJXX 09/13/	12 09/13/12	FCN News at 7p M-F 7-7:30p	O CM	M-F 7p-7:30	рТ	:30	1	\$250.00 P-3	0.00 NM	1	\$250.00
ELEMENT AT P	OSTION 1 IN	N DAYDETAİLED	PERIOD IS RA	TE FCN @ 7F	PM						
Start Date Week: 09/10/12	End Date 09/16/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$250.00	Rating 0.00						
29 WJXX 09/13/				M-F 7a-9a	T	:30	1	\$110.00 P-3	0.00 NM	1	\$110.00
		M-F 7a-9a		TE 000D M	DANING AMERIC						
ELEMENT AT F Start Date	End Date	N DAYDETAILED Weekdays	Spots/Week	Rate	Rating	Ä					
Week: 09/10/12	09/16/12	T	1	\$110.00	0.00						
30 WJXX 09/06/	12 09/06/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8	рТ	:30	1	\$200.00 P-3	0.00 NM	1	\$200.00
ELEMENT AT F	OSTION 1 IN	N DAYDETAILED	PERIOD IS RA	TE EXTRA LT	TC: 7/27/12						
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/03/12 31 WJXX 09/06/	09/09/12	Regis & Kelly	CM	\$200.00 M-F 9a-10a	0.00 T	:30	1	\$95.00 P-3	0.00 NM	1	\$95.00
		Regis & Kelly				.00	•	ψ55.001 5	0.00 14101		ψ55.00
		N DAYDETAILED		_							
Start Date Week: 09/03/12	End Date 09/09/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$95.00	Rating 0.00						
32 WJXX 09/04/	12 09/04/12	FCN News at 11	•	M-Su 11p-11	1:35p - T	:30	1	\$225.00 P-3	0.00 NM	1	\$225.00
ELEMENT AT F	OSTION 1 IN	M-Su 11-11:35p N DAYDETAILED		TE FCN @ 11	IPM						
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/03/12 33 WJXX 09/11/	09/09/12	- T Nightline	CM	\$225.00 M-E 11:35n-	0.00 12:05a- T	:30	1	\$175.00 P-3	0.00 NM	1	\$175.00
		Nightline				.00	•	ψ173.001 3	0.00 14101		ψ173.00
ELEMENT AT F Start Date		N DAYDETAILED Weekdays	PERIOD IS RA Spots/Week	_							
Week: 09/10/12	End Date 09/16/12	- T	<u> </u>	Rate \$175.00	Rating 0.00						
34 WJXX 09/11/	12 09/11/12		СМ	M-F 11a-12p	- T	:30	1	\$225.00 P-3	0.00 NM	1	\$225.00
ELEMENT AT P	OSTION 1 IN	M-F 11a-12p Vi N DAYDETAILED		TE THE VIEW	V						
Start Date	End Date	Weekdays	Spots/Week		Rating						
Week: 09/10/12 35 WJXX 09/04/	09/16/12	-T	rnoon CM	\$225.00 2-3p	0.00 - T	:30	1	\$115.00 P-3	0.00 NM	1	\$115.00
33 VV370X 03/04/	12 03/04/12	GMA in the Afte		2 op	- 1	.00	•	ψ113.001 3	0.00 14101		ψ113.00
		N DAYDETAILED		_		RICA EFF:	7/9/	12			
Start Date Week: 09/03/12	End Date 09/09/12	<u>Weekdays</u> - T	Spots/Week 1	Rate \$115.00	Rating 0.00						
36 WJXX 09/11/	12 09/11/12			2-3p	- T	:30	1	\$115.00 P-3	0.00 NM	1	\$115.00
ELEMENT AT P	OSTION 1 IN	GMA in the Afte N DAYDETAILED		TE GENERAL	HOSPITAL EFF	: 9/10/12					
Start Date	End Date	Weekdays	Spots/Week		Rating						
Week: 09/10/12	09/16/12	- T	1 CM	\$115.00	0.00	.20	4	\$00.00 B.0	0.00 NIN4	4	<b>ቀ</b> ያለ ላላ
37 WJXX 09/04/ <sup>-</sup>	12 09/04/12	M-F 5-5:30pm	om CM	M-F 5p-5:30	p - T	:30	1	\$80.00 P-3	0.00 NM	1	\$80.00
ELEMENT AT F	OSTION 1 IN	N DAYDETAILED	PERIOD IS RA	TE FCN @ 5F	PM						

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Order / Rev: 699192 - 3 Advertiser: American Crossroads

Alt Order #: 06228046 Product Desc: AMERICAN CROSSROADS WJXX-TV

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
37 WJXX	09/04/1	2 09/04/12	FCN News at 5pr M-F 5-5:30pm	n CM	M-F 5p-5:30p	- T	:30	1	\$80.00 P-3	0.00 NM	1	\$80.00
ELEME	NT AT P	OSTION 1 IN	N DAYDETAILEDF	PERIOD IS RA	TE FCN @ 5P	М						
	rt Date	End Date	<u>Weekdays</u> - T	Spots/Week	Rate	Rating						
Week: 09/ 38 WJXX		09/09/12	GMJ Sunrise	CM	\$80.00 5-6a	0.00 - T	:30	1	\$60.00 P-3	0.00 NM	1	\$60.00
			M-F 5-6a						,			******
_	NT AT P rt Date	OSTION 1 IN End Date	N DAYDETAILEDF Weekdays	ERIOD IS RA' Spots/Week	TE GMJ SUNI Rate	RISE Rating						
Week: 09/		09/16/12	- T	1	\$60.00	0.00						
39 WJXX	09/11/1	2 09/11/12	FCN News at 5:3	0 CM	M-F 5:30p-6p	- T	:30	1	\$95.00 P-3	0.00 NM	1	\$95.00
ELEME	NT AT P	OSTION 1 IN	M-F 5:30-6pm NDAYDETAILEDF	PERIOD IS RA	TE FCN @ 5:3	30PM						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	-T	1	\$95.00	0.00	.20		\$405.00 D.0	0.00 NIM	4	Ф4.0E.00
40 WJXX	09/04/1	2 09/04/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	- T	:30	1	\$125.00 P-3	0.00 NM	1	\$125.00
_	_		N DAYDETAILEDF		TE FCN @ 6P							
Sta Week: 09/	rt Date 03/12	End Date 09/09/12	<u>Weekdays</u> - T	Spots/Week 1	<u>Rate</u> \$125.00	Rating 0.00						
		2 09/04/12	GMJ	CM	M-F 6a-7a	- T	:30	1	\$90.00 P-3	0.00 NM	1	\$90.00
EL EME		0071011411	M-F 6a-7a	NEDIOD 10 DA	TE 000D M		SND /// I F					
	ni Ai P rt Date	End Date	N DAYDETAILEDF Weekdays	Spots/Week	Rate	Rating JACKSC	DNVILLE					
Week: 09/		09/09/12	- T	1	\$90.00	0.00						
42 WJXX	09/11/1	2 09/11/12	FCN News at 7p	CM	M-F 7p-7:30p	- T	:30	1	\$250.00 P-3	0.00 NM	1	\$250.00
ELEME	NT AT P	OSTION 1 IN	M-F 7-7:30p NDAYDETAILEDF	PERIOD IS RA	TE FCN @ 7P	М						
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	-T	1	\$250.00	0.00			<b>A</b> 440.00 <b>D</b> .0	0.00.1114		<b>#</b> 440.00
43 WJXX	09/11/1	2 09/11/12	Good Morning Ar M-F 7a-9a	nerica CM	M-F 7a-9a	- T	:30	1	\$110.00 P-3	0.00 NM	1	\$110.00
			N DAYDETAILEDF		TE GOOD MC	RNING AMERIC	A					
Sta Week: 09/	rt Date 10/12	End Date 09/16/12	<u>Weekdays</u> - T	Spots/Week 1	<u>Rate</u> \$110.00	Rating 0.00						
		2 09/04/12	Extra	CM	M-F 7:30p-8p		:30	1	\$200.00 P-3	0.00 NM	1	\$200.00
		OCTION 4 IN	M-F 7:30-8p	DEDIOD IC DA	TE EVTDA LT	0. 7/07/40						
_	rt Date	End Date	N DAYDETAILEDF Weekdays	Spots/Week	Rate	Rating						
Week: 09/			- T	1	\$200.00	0.00						
45 WJXX	09/04/1	2 09/04/12	Regis & Kelly	CM	M-F 9a-10a	- T	:30	1	\$95.00 P-3	0.00 NM	1	\$95.00
ELEME	NT AT P	OSTION 1 IN	Regis & Kelly NDAYDETAILEDF	PERIOD IS RA	TE REGIS & F	KELLY						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	- T FCN News at 11p	om CM	\$95.00	0.00 :35p W	:30	1	\$225.00 P-3	0.00 NM	1	\$225.00
40 003	09/12/1	2 09/12/12	M-Su 11-11:35p	OIII CIVI	W-Su TIP-TI	.33p w	.30	'	φ223.00 F-3	U.UU INIVI	'	φ223.00
			N DAYDETAILEDF									
Sta Week: 09/	rt Date 10/12	End Date 09/16/12	<u>Weekdays</u> W	Spots/Week 1	<u>Rate</u> \$225.00	Rating 0.00						
		2 09/05/12	Nightline	СМ		2:05a W	:30	1	\$175.00 P-3	0.00 NM	1	\$175.00
ELEME	NT AT D		Nightline N DAYDETAILEDF	DEDIOD IS DV.	TE NIICHTI INI	=						
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	03/12	09/09/12	W	1	\$175.00	0.00						
48 WJXX	09/05/1	2 09/05/12	The View M-F 11a-12p Vie	CM	M-F 11a-12p	W	:30	1	\$225.00 P-3	0.00 NM	1	\$225.00
ELEME	NT AT P	OSTION 1 IN	M-F 11a-12p vie N DAYDETAILEDF		TE THE VIEW	,						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	W	CM	\$225.00	0.00 W	:30	1	\$115.00 P-3	0.00 NM	1	\$115.00
49 VVJAX	09/12/1	2 09/12/12		Civi	2-3p	VV	.30	'	φ113.00 P-3	U.UU INIVI	l '	φι15.00

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Order / Rev: 699192 - 3 Advertiser: American Crossroads

Alt Order #: 06228046 Product Desc: AMERICAN CROSSROADS WJXX-TV

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			GMA in the Aftern									
ELEME	NT AT D		GMA in the After N DAYDETAILEDP		TE GOOD AE	TERNOON AME	DICA EEE	- 7/0/	12			
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating	INIOA LI I	. 1/3/	12	I		
Week: 09/		09/16/12	W	1	\$115.00	0.00						
50 WJXX	09/05/1	12 09/05/12	General Hospital	CM	M-F 3p-4p	W	:30	1	\$130.00 P-3	0.00 NM	1	\$130.00
General Hospital ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE GENERAL HOSPITAL												
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	W	1	\$130.00	0.00				j		
51 WJXX	09/12/1	12 09/12/12	FCN News at 5pr	n CM	M-F 5p-5:30	oW	:30	1	\$80.00 P-3	0.00 NM	1	\$80.00
M-F 5-5:30pm ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FCN @ 5PM												
					_							
Week: 09/	art Date /10/12	End Date 09/16/12	<u>Weekdays</u> W	Spots/Week 1	<u>Rate</u> \$80.00	Rating 0.00						
		12 09/05/12	GMJ Sunrise	CM	5-6a	W	:30	1	\$60.00 P-3	0.00 NM	1	\$60.00
			M-F 5-6a									
_	_		N DAYDETAILEDP		_							
Sta Week: 09/	art Date /03/12	End Date 09/09/12	<u>Weekdays</u> W	Spots/Week 1	<u>Rate</u> \$60.00	Rating 0.00				l		
		12 09/05/12	FCN News at 5:3	<del>-</del>	M-F 5:30p-6		:30	1	\$95.00 P-3	0.00 NM	1	\$95.00
			M-F 5:30-6pm						•			•
			N DAYDETAILEDP		_							
Sta Week: 09/	art Date	End Date 09/09/12	<u>Weekdays</u> W	Spots/Week 1	<u>Rate</u> \$95.00	Rating 0.00						
		12 09/12/12	FCN News at 6	CM	M-F 6p-6:30		:30	1	\$125.00 P-3	0.00 NM	1	\$125.00
01 110701	00/12/	12 00/12/12	M-F 6-6:30pm	0	W 1 OP 0.00		.00	·	ψ120.001 O	0.00 11111		Ψ120.00
ELEME	NT AT P		N DAYDETAILEDP		TE FCN @ 6F	PM						
<u>Sta</u> Week: 09/	art Date	End Date 09/16/12	<u>Weekdays</u> W	Spots/Week 1	<u>Rate</u> \$125.00	Rating						
		12 09/12/12	GMJ	CM	M-F 6a-7a	0.00 W	:30	1	\$90.00 P-3	0.00 NM	1	\$90.00
00 110701	00/12/	12 00/12/12	M-F 6a-7a	0	mi oa ra		.00	·	φου.σσ1 σ	0.00 11111		Ψ00.00
ELEME	NT AT P	OSTION 1 II	N DAYDETAILEDP		TE GOOD MO	ORNING JACKS	ONVILLE					
Sta Week: 09/	art Date	End Date	<u>Weekdays</u> W	Spots/Week	Rate	Rating						
		09/16/12	FCN News at 7p	CM	\$90.00 M-F 7p-7:30	0.00 W	:30	1	\$250.00 P-3	0.00 NM	1	\$250.00
30 W3XX	09/03/1	12 09/03/12	M-F 7-7:30p	Civi	Ινι-ι τρ-τ.50	<b>W</b>	.50	'	Ψ230.001 -3	0.00 INIVI		Ψ230.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE FCN @ 7PM												
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	W	1	\$250.00	0.00	-20		\$440.00 D.0	0.00 NIM		<b>#440.00</b>
3/ WJXX	09/05/1	12 09/05/12	Good Morning An M-F 7a-9a	ierica Civi	M-F 7a-9a	W	:30	1	\$110.00 P-3	0.00 NM	1	\$110.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE GOOD MORNING AMERICA												
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	W	1	\$110.00	0.00			4000 00 D 0	0.00.104		<b>#</b>
58 WJXX	09/12/1	12 09/12/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8 <sub>l</sub>	oW	:30	1	\$200.00 P-3	0.00 NM	1	\$200.00
ELEME	NT AT P	OSTION 1 II	N DAYDETAILEDP	ERIOD IS RA	TE EXTRA LT	C: 7/27/12						
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	W	1	\$200.00	0.00			*			
59 WJXX	09/12/1	12 09/12/12	Regis & Kelly Regis & Kelly	CM	M-F 9a-10a	W	:30	1	\$95.00 P-3	0.00 NM	1	\$95.00
Regis & Kelly ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE REGIS & KELLY												
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating				į		
Week: 09/		09/16/12	W	1	\$95.00	0.00						
60 WJXX	09/09/1	12 09/09/12	Sun Prime A	CM	7-8p	S	:30	1	\$1,025.00 P-3	0.00 NM	1	\$1,025.00
C+o	art Date	End Date	America's Funnie	Spots/Week	_	Pating						
Week: 09/		09/09/12	<u>Weekdays</u> S		Rate \$1,025.00	Rating 0.00						
					•					Totals	59	\$10.375.00